

ABSTRACT

A system for monitoring television and video viewer behavior, which comprises a signal receiving device, which further comprises a monitoring device for monitoring an occurrence of a viewer or user action, which action being any event that generates an electronic signal. Actions can control the state of the television or can be interactions between the viewer and user with one or more remotely located computers, such as those connected to the Internet. The monitoring device generates a digital signal representative of viewer or user action. The signal receiving device also includes an event timing device for keeping a real-time record of event time occurrence and for generating a digital signal representative of event time occurrence. The signal receiving device also comprises a data latching device for one of latching and storing the digital signals generated by the monitoring and the event timing device. The signal receiving device also includes a database for storing the data latched or stored by the data latching device.